

## ORDER



Orders	Order / Rev:	169720
	Alt Order #:	06387277
	Product Desc:	ROMNEY 4 PRESIDENT
	Estimate:	348
	Flight Dates:	10/20/12 - 10/23/12
	Original Date / Rev:	10/19/12 / 10/19/12
	Order Type:	GENERAL

	<b>WDJT-TV-LP</b>
<b>Primary AE:</b>	<b>Matthew Norten</b>
<b>Sales Office:</b>	<b>HDC</b>
<b>Sales Region:</b>	<b>NAT</b>

<b>Agency</b>	<b>Name:</b>	<b>American Rambler Productions</b>
	<b>Buying Contact:</b>	<b>Stephanie Kincaid</b>
	<b>Billing Contact:</b>	
		<b>139 Conant Street</b>
		<b>Beverly, MA 01915</b>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Poli/M Romney/R/Pres/US
	Demographic:	A35+
	Product Codes:	PL Candidate
	Priority:	P-2
	Revenue Codes:	AGY, POL, CAND

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	10	\$2,600.00	\$2,210.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	10	\$2,600.00	\$2,210.00	0.00
<b>Totals</b>	10	\$2,600.00	\$2,210.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

### Order Share

WDJT-TV-LP	13%	\$2,600.00
Market	100%	\$20,000.00

## Competitive Share

CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	13%	\$2,600.00
WITI	60%	\$12,000.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	14%	\$2,800.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	10/22/12	10/23/12	Morning News M-F 6a - 7a M-F 6a - 7a	DM	6a-7a -T-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1			\$50.00		0.00			
2	WDJT	10/22/12	10/23/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	DM	7a-9a -T-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1			\$50.00		0.00			

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 Product Desc: ROMNEY 4 PRESIDENT  
 Estimate: 348  
 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/22/12	10/23/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	-T-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----					1	\$350.00		0.00			
E 4	WDJT	10/22/12	10/23/12	News at Noon News at Noon	CM	12p-1230p	-T-----	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----					2	\$150.00		0.00			
E 5	WDJT	10/22/12	10/23/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	-T-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----					1	\$750.00		0.00			
E 6	WDJT	10/22/12	10/23/12	M-F Late News M-F Late News	CM	10p-1035p	-T-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----					1	\$800.00		0.00			
E 7	WDJT	10/20/12	10/20/12	CBS Sat Morn Nws 6a-8a CBS This Morning: Sat 6a-9a	CM	6a-9a	-----1-	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-					1	\$50.00		0.00			
E 9	WDJT	10/21/12	10/21/12	Eye to Eye Eye to Eye 7a	CM	7a-730a	-----1	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1					1	\$150.00		0.00			
E 12	WDJT	10/21/12	10/21/12	Sun 10-1030a Green Bay Nation	CM	10a-1030a	-----1	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1					1	\$100.00		0.00			
													Totals	10	\$2,600.00